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ABSTRACT

The Information Industry Association has a membership of more than 100 companies which service information needs in all phases of organized activity. This directory lists member companies alphabetically and presents available information on address, telephone, contact person, and officers, as well as descriptions of publications, and types of products and services offered. The Association and its standing committees on proprietary rights, government regulations, and education and marketing are described, and members of the 1977-78 Board of Directors are listed. An alphabetical list of individual members with addresses, and a subject index to member products and services are attached. (KP)

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The Membership Directory

of the Information Industry Association

IR005407

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Information Industry Association

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THE INFORMATION INDUSTRY ASSOCIATION

Who we are. *What we do.*

THE BUSINESS OF INFORMATION

Information Industry firms start with the recognition that they are in the business of information.

An information company is a prism. . .

. . .it takes on light, ideas and concepts. It applies refractory skills in the form of editing, designing, producing, marketing and more. It creates and distributes a spectrum of products, services and systems.

Not always "hard goods", but always "real."

These range from traditional ink-print products to data bases, microforms, information on-demand, facility management and system design. Equipment to store data, to manipulate it, to retrieve it.

Information is the lifeblood of society.

People are recognizing its value. The information-aware environment -- corporate, governmental, academic and private -- is growing, and this directory is intended to assist you keep up with it.

Through increasing awareness of the depth of resources the industry offers, then through providing you the means to contact and communicate with the people who make up the industry.

Information is a two-way street requiring feedback to be effective.

IIA: THE ASSOCIATION

The Information Industry Association was formed in 1968 and opened its Washington headquarters in February 1969. In 1977 its membership includes more than 100 companies which service information needs in virtually all phases of organized activity. In all pursuits and studies.

At first IIA sought to speak to government for the industry on issues of competition from government itself and from government subsidized activities. It quickly established itself as an informed, knowledgeable group on issues relating to copyright, new technologies and their relationship. Major Association meetings were directed at informing the public, decision and policy makers and related industries, as well as the using communities, of the functions performed and the purposes served by industry.

The industry has grown and is growing.

The contents of this directory suggest the directions the industry is taking. Secondary finding tools in area after area. Basic data with evaluation services. Information retrieval services. Current awareness. Fulfillment. Developing information equivalents of events and artifacts of our age. Providing you the capability to be an effective, literate-in-the-information-sense, information worker.

We invite you to have the last word.

This directory was created to serve the industry - product development and other purposes. Much needs to be done to make this publication serviceable to you. We would like to know what you think about it and the industry it describes.

Standing Committees of the
INFORMATION INDUSTRY ASSOCIATION
1977

The principal product of the Information Industry Association is the process this industry uses to keep up with developments and issues and to develop industry positions on them. The mid-year 1977 activities of IIA are reflected in the work of its three main committees:

PROPRIETARY RIGHTS COMMITTEE

Responsible for the technical evaluation of developments on behalf of the industry in the areas of copyright, unfair competition and related legal areas. Organized to reflect the industry, the Committee concerns itself with Data Bases, Computer Software, Microforms, Fair Use issues, Unfair Competition law. Its task forces are active in:

- o Copyright Revision - maintaining an industry position before Congress on the detailed recommendations of the industry;
- o National Commission on New Technological Uses of Copyright Works - offering industry experience and resources to assist the work of the Commission;
- o Copyright Studies - monitoring and participating in studies affecting copyright now underway;
- o International - monitoring and participating in international copyright developments; and
- o Clearinghouse Studies - developing workable clearinghouse mechanisms to serve the user and the copyright owner.

GOVERNMENT RELATIONS COMMITTEE

Responsible for the development of industry relationships with government decision-making bodies affecting the role of the industry. Organized in task forces, this committee deals with task force issues:

- o Fair Competition - addressing the relationships between industry, government and not-for-profit information activities;
- o Micropublishing - developing fair rules for the effective use of microforms by government in disseminating information;
- o Privacy - creating an industry voice on state and federal privacy issues destined to seriously affect the ways society handles information;
- o State & Local - largely an alerting mechanism by which the industry learns of developments affecting it below the national level;
- o Government Procurement - assisting members in dealing with government as a customer;
- o Congressional Relations - establishing a dialog with Congress on the many facets of information use, information policy and information resources;
- o Postal - the products of the industry do not easily fit old patterns of thinking in the Post Office and efforts are being made to introduce new patterns;
- o Library - The National Commission on Libraries and Information Science is a focal point of task force efforts.

EDUCATION AND MARKETING COMMITTEE

Responsible for public education programs, establishing working relationships with other segments of the information community; for Association publications; for developing and presenting industry and user training programs.

A focal point for this committee's program is the 1977 National Information Conference and Exposition. This involves identifying and working with leaders of industry groups throughout the U.S. economy; developing program content for the Conference to assist information managers manage their information people and resources; and to assemble a major exposition of information resources of the kinds detailed in this directory.

Other IIA Committees include:

- STANDARDS
- MEMBERSHIP
- EXECUTIVE COMMITTEE OF THE BOARD

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ARROW INTERNATIONAL

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432-4567

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(contd.)

LITIGATION FILE MANAGEMENT: Systems and services for managing large or complex litigation files; turn key installation or customer-tailored services including document coding, thesaurus development, file management, indexes and directories; on-line or batch search and retrieval.

PUBLISHING: Loose leaf services, journals, newsletters and monographs in health law, health care management and regulations on compliance. Information resources include Health Law Center, Compliance Information Center.

INFORMATION MANAGEMENT SOFTWARE PRODUCTS:

ASPENSEARCH – Full text and/or coded information retrieval software (on-line and batch versions).

QWIK-DRAFT – Text editing software for storage, maintenance and retrieval of large textual materials (on-line and batch versions).

AUTO-INDEX – Software that provides a common application program interface to facilitate implementation and support operation of on-line, interactive applications.

ASPEN TERMINAL MONITOR – Software that provides a common application program interface to facilitate implementation and support operation of on-line, interactive applications.

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(**INDEX TERMS:** *COMPUTER TECHNOLOGY INFORMATION, LOOSE-LEAF ADVISORY SERVICES*)

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(**INDEX TERMS:** *DATA COMMUNICATIONS INFORMATION*)

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Becker and Hayes assists clients in business, industry, education and government to find better ways to process and use information.

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(INDEX TERMS: CONSULTING SERVICES, LIBRARY AUTOMATION)

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Micro Photo Division of the
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Format: typically 18X reduction (varies with dimensions of newspaper page); 35mm microfilm

Frequency of distribution: varies with titles

Intended markets: academic and public libraries

PERIODICALS ON MICROFICHE

Over 400 titles on list which continues to expand rapidly. Subscriptions and backfiles. Major titles include *Time, Newsweek, U.S. News & World Report, Sports Illustrated.*

Format: 24X, 98-page microfiche

Frequency of distribution: varies with titles

Intended markets: academic and public libraries

SPECIAL & SCHOLARLY COLLECTIONS

Source material includes newspapers, periodicals, directories, journals, diaries and other documents. Following are examples:

PHONEFICHE
(Current Telephone Directories on Microfiche)
Single-order subscription service for telephone directories serving several hundred major U. S. communities; continuously updated.

Format: 24X, 98-page microfiche

Frequency of distribution: monthly

Intended markets: public libraries, business firms, government agencies

Bell & Howell TRANSDEX
Foreign document translations produced by the Joint Publications Research Service (a federal agency); offered in choice of two microforms; printed index and other options available.

Format: either 24X, 98-page microfiche or 24X, 16mm microfilm

Frequency of distribution: monthly

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READING EQUIPMENT

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The Newspaper Indexing Center is a subdivision of Micro Photo Division, producing hard copy indexes to selected, leading newspapers. Indexed newspapers include *The Washington Post, Chicago Tribune, The New Orleans Times-Picayune, The Christian Science Monitor.* Contract indexing is also available.

Format: printed paper volumes

Frequency of distribution: typically issued monthly, cumulated annually

Intended markets: academic and public libraries, research concerns, government agencies.

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b i Associates is a computer based advertising and information publishing company.

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Buyer Response Research (BRR) Original product response research based on a million transaction base continually expanded and purged, detailing advertiser experience and results in the Washington Marketplace for real data application forecasts for consumer products sales nationwide.

Buy Insurance (bi) An electronic tearsheet service available in each radio and television market in the U. S., designed to guard against time and product conflicts as well as unreported technical errors. Next day response provides ad agencies sufficient notice to renegotiate and reschedule within flight.

Television Violence Review (TVVR) A tabulation of violence on television to aid the concerned advertiser in the selection of media, and a family viewing guide.

BRICS

Black Resources Information
Coordinating Services, Inc.

614 Howard Avenue
Tallahassee, FL 32304

RESEARCH CENTER:
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TALLAHASSEE, FL 32304

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A Brief Guide to Sources of Investment Information by Bernadine R. Weddington. (Forthcoming, Winter 1977).

A Brief Guide to Sources of Metals Information by Marjorie R. Hyslop. April 1973.

A Brief Guide to Sources of Scientific and Technical Information by Saul Herner. 2nd Edition. August 1977.

Environmental Pollution and Mental Health by John S. Williams, Jr., Edward Leyman, Stephen A. Karp, and Paul T. Wilson. December 1973.

The Evaluation of Information Services and Products by Donald W. King and Edward C. Bryant. September 1971.

Evaluation of Policy Simulation Models by Robert E. Pugh. September 1977.

Exhibits of Sources of Scientific and Technical Information, compiled by Saul Herner and Jeanne C. Moody. August 1971.

A Guide to Sources of Consumer Information by Sarah M. Thomas and Bernadine Weddington. September 1973.

A Guide to Sources of Educational Information by Marda L. Woodbury. May 1976.

Introduction to Health Planning by David F. Bergwall, Philip N. Reeves, and Nina B. Woodside. January 1974.

The Measurement and Evaluation of Library Services by F. Wilfrid Lancaster. May 1977.

The National Directory of State Agencies 1976–1977, compiled by Nancy D. Wright and Gene P. Allen. 2nd Edition. November 1976.

Policy Analysis: Introduction and Applications to Health Programs by Marvin R. Burt. September 1974.

The Rising Cost of Hospital Care by Martin S. Feldstein. December 1971.

Selected Federal Computer-Based Information Systems, edited by Saul Herner and Matthew J. Vellucci. October 1972.

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INDEX TERMS: Typesetting, Data Base Management

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(INDEX TERMS: INFORMATION CONSULTING, RESEARCH, INFORMATION PRODUCT DEVELOPMENT, INTERNATIONAL, USER SURVEYS, CONSULTING)

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